

PURPOSE

To explain to parents/carers how Rubicon Outdoor Centre will collect, use and disclose photographs, video and recordings of students, how parent/carer consent can be provided and how it can be withdrawn.

SCOPE

This policy applies to the general collection, use and disclosure of photographs, video and recordings (“images”) of students. It does not cover the use of Closed Circuit Television (CCTV). The use of CCTV is covered in our school’s CCTV policy.

POLICY

This policy outlines the practices that Rubicon Outdoor Centre has in place for the collection, use and disclosure of images of students to ensure compliance with the *Privacy and Data Protection Act 2014* (Vic). It also explains the circumstances in which Rubicon Outdoor Centre will seek parent/carer consent and how consent can be provided and/or withdrawn.

As a general rule, use relates to images which are shared and distributed only within the school for school purposes (i.e. ID photos, Compass), whilst disclosure is used for images which are shared and distributed outside of the school staff and are available to other students, parents/carers and the wider school community.

Rubicon Outdoor Centre will ensure that parents/carers are notified upon completing consent form of the ways in which our school may use images of students. There are many occasions during the school year where staff photograph, film or record students participating in school activities. We do this for many reasons including to celebrate student participation and achievement, showcase particular learning programs, document a student’s learning journey, communicate with our parents/carers and school community in newsletters with the Facebook page and the Rubicon website.

Rubicon Outdoor Centre will use student images reasonably, appropriately and sensitively, consistent with our obligations under the Child Safe Standards and our school’s Child Safety Policy and Statement of Commitment to Child Safety. If at any time a parent/carer or student has a concern about the use of any images they should contact the Principal by calling 5773 2285

In addition to the processes outlined below, parents/carers can contact Rubicon Outdoor Centre by emailing Rubicon.oc@edumail.vic.gov.au at any time to withdraw their consent for any future collection, use or disclosure of images of their child. However:

- if the images have already been published and are in the public domain, it may not be possible for consent to be withdrawn.
- There may be occasions when the Rubicon Outdoor Centre will record a group events and make those recordings available to the school community and if your child participates, they may appear in these recordings which will be available to the whole school community.
- The school can still collect, use and disclose images in circumstances where consent is not required (see below for more information).

Images for use and disclosure within the school community and ordinary school communications

From time to time Rubicon Outdoor Centre may photograph, film or record students to use within the school community, including:

- in the school's communication, learning and teaching tools (for example, emails, classroom blogs or apps that can only be accessed by students, parents or school staff with passwords)
- for display in school classrooms, on noticeboards etc

A Consent Form with photo permission will be distributed to parents/carers prior to attending a Rubicon program

Images to be used or disclosed outside the school community

External use or disclosure by the school

Photographs, video or recordings of students may also be used in publications that are accessible to the public, including:

- on the school's website
- on the school's social media accounts

The consent also covers these types of uses and will be distributed to parents/carers prior to the program. We will notify you individually if we are considering using any images of your child for specific advertising or promotional purposes.

Media

The media, or the Department of Education and Training's media team, may seek to photograph, film or record students for a news story or school event. This may include broadcast media, online or social media or print media, including newspapers and magazine publications.

When our school receives such requests Rubicon Outdoor Centre will:

- provide parents/carers with information about the organisation involved and when/for what purposes the photography, filming or recording will occur
- seek prior, express parent/carer consent in writing.

Students will only be photographed, filmed or recorded by the media at school if express consent is provided for that specific media event. Neither the school nor the Department own or control any photographs, video or recordings of students taken by the media.

Other external collection, use or disclosure

If there is a situation which will involve the collection, use or disclosure of images of students by or to third parties which is not otherwise covered by this policy, Rubicon Outdoor Centre will:

- provide parents/carers with information about the event or activity, the organisation involved and when the photography, filming or recording will occur
- seek prior, express parent/carer consent in writing.

School performances, sporting events and other school approved activities

Rubicon Outdoor Centre permits parents/carers, students and invited guests to photograph school-approved activities.

Rubicon Outdoor Centre requests that parents/carers, students and invited guests who photograph, film or record school activities only do so for their own personal use and do not publish the images in any form, including on social media, without the prior consent of persons whose children also appear in the images.

Neither the school nor the Department own or control any images of students taken by parents/carers, students or their invited guests at school activities.

Images to manage student behaviour or fulfil our school's legal obligations

On occasion it may be necessary for school staff to photograph, film or record students when necessary to:

- fulfil legal obligations, including to:
 - take reasonable steps to reduce the risk of reasonably foreseeable harm to students staff and visitors (duty of care)
 - provide a safe and suitable workplace (occupational health and safety law)
- for identification purposes, when necessary to implement discipline and/or behaviour management policies.

Rubicon Outdoor Centre does not require or obtain consent from parents/carers or students to photograph, film or record students for these reasons. However, when Rubicon Outdoor Centre photographs, films or records a student for any of these purposes, staff will only collect and use such images in a way that is reasonable and appropriate in the circumstances.

Staff use of personal devices

School staff may use their own personal devices to capture images of students for reasonable and legitimate educational purposes. If this occurs, staff are expected to upload the images to the school database and delete the images from their device within a week of the images being captured.

FURTHER INFORMATION AND RESOURCES

- School Policy and Advisory Guide: [Photographing and Filming Students](#)

REVIEW CYCLE AND EVALUATION

This policy was last updated on 1/3/19 and is scheduled for review in March 2023

Implementation guide

Is it compulsory for all Victorian government schools to have a policy addressing this issue?	Yes, Department policy on the <i>School Policy and Advisory Guide</i> requires schools to have a policy providing for the collection, use and disclosure of photographs, films and recordings of students.
Does this policy have to be approved by school council?	No
Recommended consultation	Consultation is not required for this policy as it is operational. However, principals may choose to consult with school council or may choose to present it to school council for noting.
Policy basis	<ul style="list-style-type: none"> • <i>Privacy and Data Protection Act 2014</i> (Vic) • School Policy and Advisory Guide: Photographing and Filming Students
Recommended review cycle	3-4 years

- Your school's policy on *Photographing, Filming and Recording Students* should be communicated to parents/carers at least once a year, for example at the time that you distribute the Annual Consent Form and Collection Notice. It can also be made available on your school website if you wish.
- This policy should be circulated to all school staff. It should be made available in the Staff Handbook/Manual and included in the induction process. Reminders or updates at staff briefings about the responsibilities of staff when using photos/video of students should be conducted at least once per year.
- Where possible, staff should use a school owned camera or work device to take photographs, video or other recordings ("images") of students. However, if your school allows staff to capture images of students on their personal devices, this must be managed carefully to ensure that images are used consistently with this policy and are deleted from personal devices once they are no longer needed.
- To ensure that the appropriate forms are used, schools should also consider adopting the template 'Annual Consent Form and Collection Notice' (on this page) on enrolment and then on an annual basis.
- There are also template forms for specific events and media visits to your school (on this page).